

Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 00884 180856Z
ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 /023 W
-----090309 182236Z /65

R 172137Z FEB 78
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 9494

UNCLAS TEGUCIGALPA 0884

EO 11652 N/A
TAGS: BBSR, HO
SUBJECT: WTDR/FTI: REENCAUCHE EN FRIO, S. DE R.L. (REENFRIO)
(REQUESTED AS: REENCAUCHADORA EN FRIO, S. DE R.L.)

REF: USDOC 01518

1. HONDURAS
OFFICE USE: 2. 215 3. 0118900 4. 01
5. REENCAUCHE EN FRIO, S. DE R.L. (REENFRIO)
6. APARTADO POSTAL 789; BARRIO GUAMILITO, 6 AVE., 5-6 CALLE,
N.O. 44B
7. SAN PEDRO SULA
8. CONTACT: J. NAPOLEON CARIAS G.
9. TITLE: GENERAL MANAGER
10. PHONE: 520302 11. TELEX: NONE
12. CABLE: NONE
13. ESTABL: 1973 14. EMPL: 14 15. SIZE: MEDIUM
16. REPUTATION: Y GOOD 17. RPT. DATE: 02/78
OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. 359
23A. 30115/35 IMP. DIST OF TREAD RUBBER (CAMELBACK) AND TIRE
SUNDRIES.
23B. 75340/9 TIRE RETREADING
24. FOREIGN SALES: LOCAL ONLY
25. FINANCIAL REFS: BANCO DEL COMERCIO, S.A., 6A. AVE. S.O.
#1-2 CALLE, SAN PEDRO SULA; BANCO DE LOS TRABAJADORES, 3A.
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AVE. N.O., EDIFICIO AMERICA, SAN PEDRO SULA.
26. TRADE REFS: HARRELSON RUBBER CO., P.O. BOX 1167, ASHEBORO,
N.C. 27203; MYERS INDUSTRIES, INC., 1295 S. MAIN ST.,
AKRON, OHIO 44309.
27. FOREIGN FIRMS REPRESENTED: NONE
28. POST EVALUATION: THIS FIRM OPERATES A TIRE RETREADING
PLANT AND DISTRIBUTES TIRING MATERIALS TO OTHER SIMILAR

BUSINESSES IN ITS AREA. THE FIRM HAS A WORKING CAPITAL OF 200,000 LEMPIRAS (US\$100,000); 1977 SALES REACHED \$150,000. ITS CENTER OF OPERATIONS AND DISTRIBUTION FACILITIES ARE IN SAN PEDRO SULA, COVERING THE NORTHERN AREA OF THE COUNTRY. THE OWNERS ARE MR. NAPOLEON CARIAS GARCIA AND HIS WIFE, ROSA ALICIA VILLALTA DE CARIAS, WHO PERSONALLY MANAGE THE FIRM. THEY ALSO OWN A FIRM IN TEGUCIGALPA CALLED SUPER LLANTAS DEL COUNTRY CLUB, WHICH DISTRIBUTES TIRES AND INNER TUBES FOR AUTOMOBILES AND TRUCKS; AND REFRILLANTAS, S. DE R.L., A TIRE RETREADING SHOP ALSO LOCATED IN TEGUCIGALPA. LOCAL CREDIT SOURCES REPORT GOOD RECORD ON LOANS IN THE LOW SIX FIGURES; THE FIRM'S FINANCES APPEAR SOUND AND OBLIGATIONS ARE PROMPTLY MET. THE EMBASSY CONSIDERS COMPANY A GOOD TRADE CONTACT FOR U.S. FIRMS. 29. PREP: HARRIETTE B. CASTILLO APPR: MARGARET KROMHOUT KNIGHT

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NNN

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